



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov



Bib Data Sheet

CONFIRMATION NO. 9203

<b>SERIAL NUMBER</b> 09/731,115	<b>FILING DATE</b> 12/06/2000 <b>RULE</b>	<b>CLASS</b> 725	<b>GROUP ART UNIT</b> 2611	<b>ATTORNEY DOCKET NO.</b> UV-174
<b>APPLICANTS</b> M. Scott Reichardt, Tulsa, OK; W. Benjamin Herrington, Tulsa, OK;				
<b>** CONTINUING DATA *****</b> THIS APPLN CLAIMS BENEFIT OF 60/170,060 12/10/1999				
<b>** FOREIGN APPLICATIONS *****</b>				
<b>IF REQUIRED, FOREIGN FILING LICENSE</b> <b>GRANTED ** 02/05/2001</b>				
Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after met Allowance Verified and Acknowledged _____ Examiner's Signature Initials		<b>STATE OR COUNTRY</b> OK	<b>SHEETS DRAWING</b> 29	<b>TOTAL CLAIMS</b> 84
<b>INDEPENDENT CLAIMS</b> 12				
<b>ADDRESS</b> Richard M. Feustel, Jr. FISH & NEAVE 1251 Avenue of the Americas New York ,NY 10020-1104				
<b>TITLE</b> Systems and methods for coordinating interactive and passive advertisement and merchandising opportunities				
<b>FILING FEE RECEIVED</b> 2582	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees ( Filing ) <input type="checkbox"/> 1.17 Fees ( Processing Ext. of time ) <input type="checkbox"/> 1.18 Fees ( Issue ) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit _____	